The newest addition to the "EATertainment" phenomenon.

LOONEY BIRD'S

Keeping pace with trends.

The theme restaurant trend is far from new. Food and social settings or food and entertainment have been linked to the days of man: dancers at Greek and Roman feasts, medieval court jesters, balladeers and minstrels at renaissance banquets, dinner theatre of the 60s and 70s, even hot dogs at yesterday's baseball game.

Each theme restaurant tries to create a unique atmosphere that caters to the growing appetite for diversion, entertainment, and interactivity. The Looney Bird's franchise provides entertainment variety, through more than 400 available shows and new customers who perform each night. And the palate-pleasing menu items, from pizza and pasta to barbecue ribs and desserts provide a strong formula for generating repeat business.

These are not just animated characters, marionettes, or puppets. These entertainers have internationally recognized names and identities:

Looney Bird -- a true visionary, an inventor with a theory on every subject.

Billy Bob Brockali - the down-home bear emcee that keeps Looney Bird's feet on the ground.

Mitzy Mozzarella -- an independent, positive role model--young girls' favorite.

Fatz Geronimo -- the charismatic, bass-voiced gorilla that sees humor in all situations,and that adults love.

Duke LaRue -- the simple, ballad-singing, "junk yard dog".

Beach Bear -- one cool dude on the cutting edge of cool: sets trends doesn't follow.

Looney doesn't describe what makes this franchise different...

LOONEY BIRD'S

Kids actually sing for their supper. Really. Kids and parents alike are welcome to participate in and select animated shows and Karaoke. Looney Bird's food and drink emporium is a new concept in family dining -- an evening out for the entire family. For example, a family enters the Looney Bird's complex, and kids take priority stage-side seating created just for them. Adults dine in comfort while enjoying the entertainment: Electronimation or live performances by kids (adults, too). Memories, from the wacky to the most touching, are made at a Looney Bird's restaurant. There are magical surprises with every new show, new audience, and new family that visits the Looney Bird's complex.

Founder and president of the franchisor, Looney Bird's, Inc. (LBI), Aaron Fechter is the creator of the Electronimation (animatronics) and Danceatronics seen at the Looney Bird's restaurant. For more than 20 years, Fechter has been on the cutting edge of animatronic technology which uses art, mechanics, electronics, video, music and humor to transport viewers into a magical world. These are not just animated characters, marionettes, or puppets.

The intimate, colorfully decorated unit houses, a stage with a spotlight on kids and their talents.

The Rock-afire Explosion, the character rock and roll band, entertains and encourages kids to be themselves, shake-off shyness, and come out of their shell. At Looney Bird's restaurant, kids and parents watch wholesome shows incorporating elements of childhood fantasy.

Most animatronic shows must be programmed to run and shut off at set times. The problem is that customers may want to view the show when it's in the "off" mode, or the show runs without an audience. The exclusive and proprietary Select-A-Show panel lets customers choose from a variety of shows presented by the programmed schedule. Many hours of work by dedicated entertainers have helped to make the shows exciting. And new ones are being created continuously.

To further public exposure to the Looney Bird's concept, LBI has created a half-hour television show (advertisement) in which you, the franchisee, and your customers may star. The TV presentation features the Rock-A-Fire Explosion, emcees/ franchisees, and customers performing.

Family-style support for our franchise family.

Who is always there when you need them? Your family, of course. And who better to train, guide, and help you along the way of creating your own business than your franchise family. Only this support team has the experience of being involved with and providing animatronics to some of the most recognized names of the restaurant/entertainment business. You won't need to look any further than the franchisor for:

Image: Exclusive rights to the Looney Bird's restaurant name and logo. Internationally recognized character names and images for signage, market presence, and advertising.

Proprietary Electronimation Danceatronics: Mechanics and rotating staging to costuming and musical mayhem and more than 400 shows, from LBI's affiliate, Creative Engineering, Inc.

Secret recipes: Delicious simplicity is key for these special adult-style entrees and tasty kids meals.

Training: Initial training, grand opening assistance and ongoing support for you and your Electronimation technician.

TV show/advertising: Proprietary and exclusive show including clips from Looney Bird's franchises to run on cable stations for entertainment and advertisement value in addition to newspaper ads, coupons, etc.

Operations manual: Establish, operate, manage, and advertise using this guide and reference tool.

Purchasing power: Group buying through LBI relations with vendors.

Merchandising assistance: Plans and products to help promote Looney Bird's name.

Site selection: Key criteria to help you evaluate and select the best of your potential sites.

Research and development: Restaurant industry trends and the advancing animatronics field.

Are you an entertainer at heart?

Have a desire to be in the limelight? Want to serve food, fun, smiles, laughter, and be applauded for your efforts? Then you may be selected to start a Looney Bird's franchise in your area, but only if you take the next step.

Investigate this unique franchise system supported by an organization associated with leaders in animatronic and entertainment shows. Limited territories and area developments now available.

Complete the attached reply card or for quicker response, call 1-407-425-1001 today.

Yes! *I'd like to know more about the Looney Bird's franchise opportunity! Please contact me at:*

Name:_____

Address:_____

City:_____State:_____Zip:_____

Phone (day)_____ (evening)_____

Fax:_____Suggested location:_____

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LOONEY BIRD'S FRANCHISE PAMPHLET

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